

1 of 11

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	*1	W-F	5A-6A		:30	\$225.00	09/19-09/21	3	1	3	\$675.00	
		Buyline Comment: 5A NEWS										
		Sales Remark: V3 REVISION										
		V3 Comment Changed, Rate Changed										
	*2	M-TU	5A-6A		:30	\$225.00	09/24-09/25	2	1	2	\$450.00	
		Buyline Comment: 5A NEWS										
		Sales Remark: V3 REVISION										
		V3 Comment Changed, Rate Changed										
	*3	W-F	6A-7A		:30	\$245.00	09/19-09/21	3	1	3	\$735.00	
		Buyline Comment: 6A NEWS										
		Sales Remark: V3 REVISION										
		V3 Comment Changed, Rate Changed										

Rep Order# 8841654 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36948

Printed: 08/10/2012 9:34 AM
Last Received: 08/10/2012 8:46 AM
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*4	M-TU	6A-7A		:30	\$245.00	09/24-09/25	2	1	2	\$490.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*5	W-F	7A-9A		:30	\$150.00	09/19-09/21	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*6	M-TU	7A-9A		:30	\$150.00	09/24-09/25	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*7	W-F	9A-10A		:30	\$250.00	09/19-09/21	3	1	3	\$750.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*8	M-TU	9A-10A		:30	\$250.00	09/24-09/25	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*9	W-F	10A-11A		:30	\$1,000.00	09/19-09/21	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*10	M-TU	10A-11A		:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*11	W-F	11A-12P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*12	M-TU	11A-12P		:30	\$500.00	09/24-09/25	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*13	W-F	12P-1230P		:30	\$225.00	09/19-09/21	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*14	M-TU	12P-1230P		:30	\$225.00	09/24-09/25	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*15	W-F	1230P-2P		:30	\$325.00	09/19-09/21	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*16	M-TU	1230P-2P		:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*17	W-F	2P-3P		:30	\$350.00	09/19-09/21	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	M-TU	2P-3P		:30	\$350.00	09/24-09/25	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*19	W-F	3P-4P		:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*20	M-TU	3P-4P		:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*21	W-F	430P-5P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*22	M-TU	430P-5P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*23	W-F	5P-630P		:30	\$375.00	09/19-09/21	3	1	3	\$1,125.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*24	M-TU	5P-630P		:30	\$375.00	09/24-09/25	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*25	W-F	630P-7P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*26	M-TU	630P-7P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*27	W-F	7P-8P		:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDER ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*28	M-TU	7P-8P		:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDER ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*29	W-F	11P-1135P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	30	M-TU	11P-1135P		:30	\$500.00	09/24-09/25	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	*31	W-F	1135P-1235A		:30	\$225.00	09/19-09/21	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*32	M-TU	1135P-1235A		:30	\$225.00	09/24-09/25	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*33	M	10P-11P		:30	\$5,000.00	09/24-09/24	1	1	1	\$5,000.00	
				Buyline Comment: HAWAII 5-0								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*34	TU	8P-9P		:30	\$5,250.00	09/25-09/25	1	1	1	\$5,250.00	
				Buyline Comment: NCIS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*35	TU	10P-11P		:30	\$1,300.00	09/25-09/25	0	0	0	\$0.00	
				Buyline Comment: VEGAS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*36	W	9P-10P		:30	\$2,300.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CRIMINAL MINDS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*37	W	10P-11P		:30	\$2,000.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CSI								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*38	TH	10P-11P		:30	\$2,300.00	09/20-09/20	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V3 REVISION								
				V3 Program Name Change, Comment Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*39	F	10P-11P		:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
				Buyline Comment: BLUE BLOODS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*40	SA-SU	11P-1135P		:30	\$350.00	09/22-09/23	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKND								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*41	SA	5A-7A		:30	\$75.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: CBS SAT								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*42	SA	1230P-4P		:30	\$300.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V3 CANCEL								
				V3 More than 2 codes changed								
	*43	SA	5P-7P		:30	\$175.00	09/22-09/22	1	1	1	\$175.00	
				Buyline Comment: WKND NWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*44	SA	9P-10P		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: SAT PRIME MOVIE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*45	SA	10P-11P		:30	\$2,250.00	09/22-09/22	1	1	1	\$2,250.00	
				Buyline Comment: 48HR MYSTERY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*46	SU	5A-6A		:30	\$75.00	09/23-09/23	1	1	1	\$75.00	
				Buyline Comment: EYE WASH/WSJ								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*47	SU	6A-630A		:30	\$315.00	09/23-09/23	1	1	1	\$315.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*48	SU	630A-8A		:30	\$850.00	09/23-09/23	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*49	SU	8A-830A		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*50	SU	830A-930A		:30	\$400.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*51	SU	930A-10A		:30	\$175.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*52	SU	10A-1P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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	*53	SU	1P-4P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL 1PM								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*54	SU	5P-7P		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*55	SU	7P-8P		:30	\$3,375.00	09/23-09/23	1	1	1	\$3,375.00	
				Buyline Comment: 60 MIN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	56	SU	9P-10P		:30	\$1,400.00	09/23-09/23	1	1	1	\$1,400.00	
				Buyline Comment: GOOD WIFE								
	*57	W	8P-930P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: SURVIVOR								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*58	W	930P-11P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: BIG BROTHER								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*59	SU	10P-11P		:30	\$1,600.00	09/23-09/23	1	1	1	\$1,600.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*60	F	8P-9P		:30	\$900.00	09/21-09/21	1	1	1	\$900.00	
				Buyline Comment: UNDERCOVER BOSS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*61	W	4A-459A		:30	\$125.00	09/19-09/19	1	1	1	\$125.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*62	TH	4A-459A		:30	\$40.00	09/20-09/20	1	1	1	\$40.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*63	F	4A-459A		:30	\$35.00	09/21-09/21	1	1	1	\$35.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

—REPORT TOTALS—

Report Totals: 82 / \$55,890.00

—SALES MONTHLY TOTALS—

Sep 12: 82 / \$55,890.00

Sales Totals: 82 / \$55,890.00

Station Totals: 82 / \$55,890.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$186,300	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Rep Order# 8841654 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 36948

Printed: 08/10/2012 9:34 AM
Last Received: 08/10/2012 8:46 AM
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Books null
Demos RA35+